

Ad Inventory

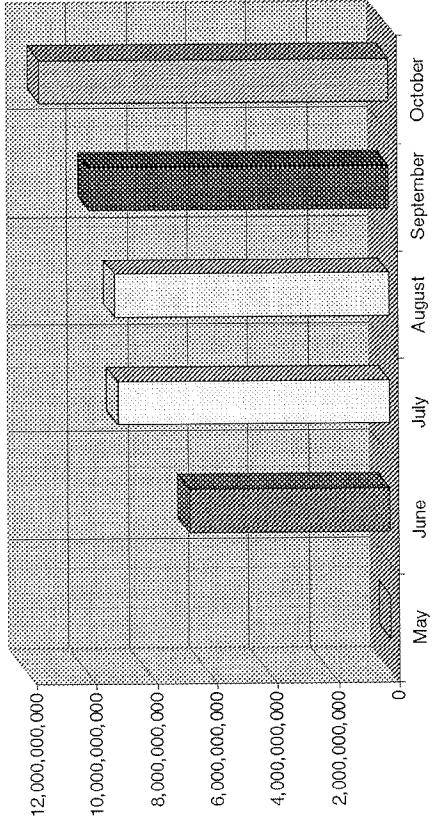
October 2006

Summary

Ad Impressions per month (Average)	
Average	High
United States	2.8 Billion
International	6 Billion
Total	8.8 Billion
	11.5 Billion

Source: DoubleClick 2006

Monthly Impressions (Worldwide)



Highlights

- 12.5% (Avg) month over month growth
- October 2006 **11.5B** Impressions ** highest month to date
- Forecasting 8% month over month growth into 2007
- Projection **25.B** Impressions by August 2007

By Content Filter

September 2006

Percentages of Clean vs. Non-Clean Inventory (WORLDWIDE)		Total
	%	
Safe	35%	1.8 B
Risky	65%	3.2 B

Source: DoubleClick 2006

Percentages of Clean vs. Non-Clean Inventory (US ONLY)		Total
	%	
Safe	35%	490 MM
Risky	65%	900 MM

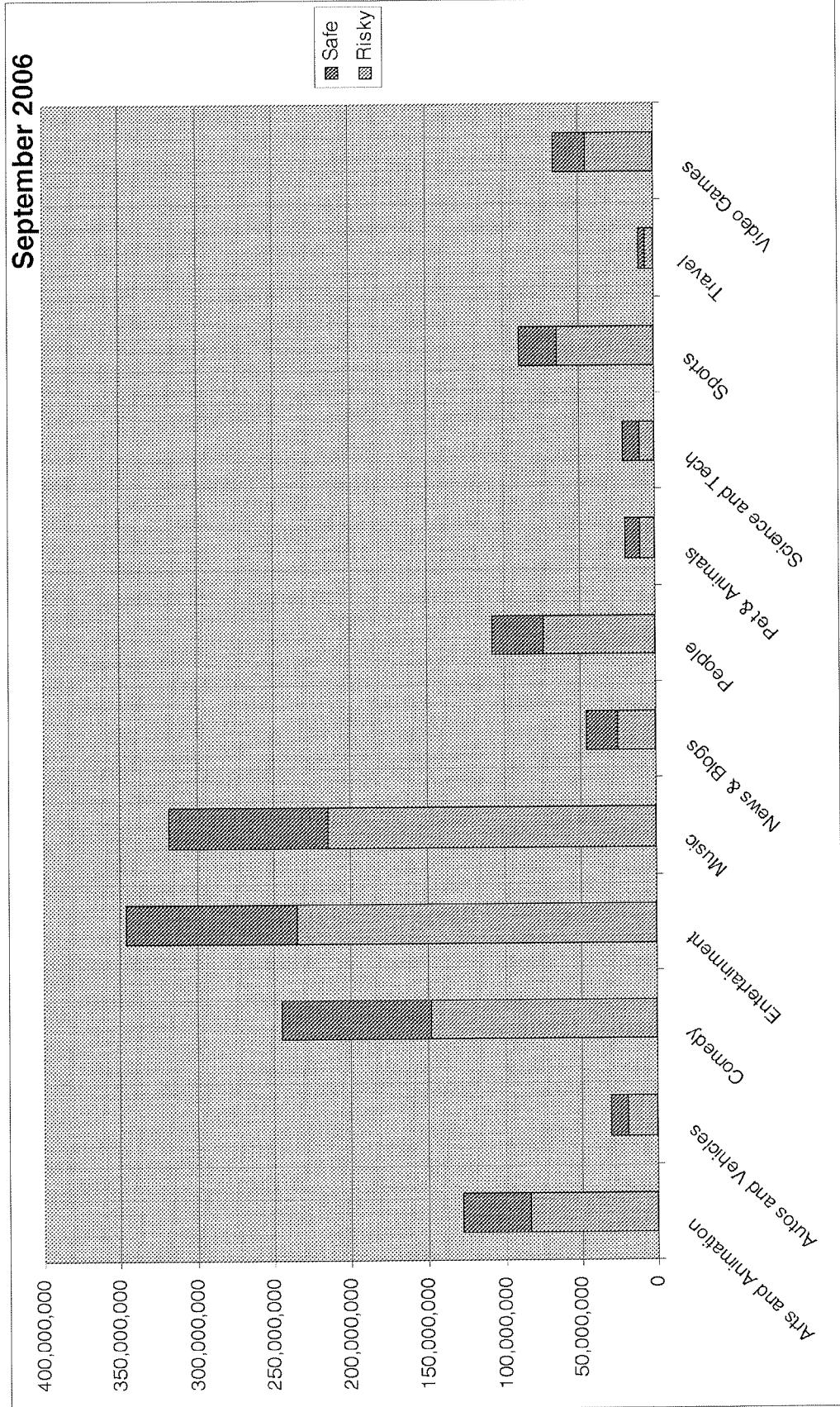
Source: DoubleClick 2005

Safe = C,N,A

Risky = R, F, H

Safe content is only 35% of our inventory!

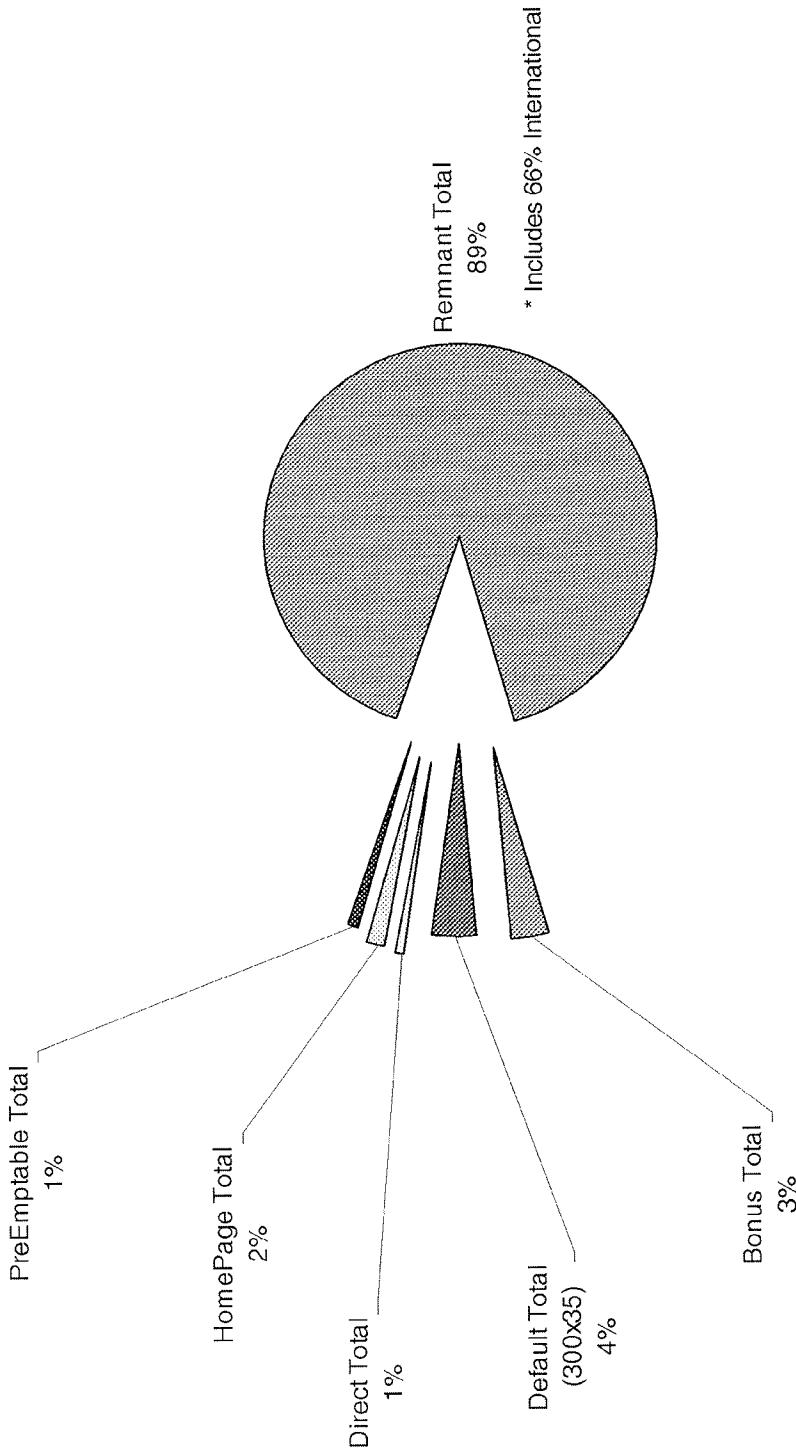
By Channel, By Watch Page Categories



Source: DoubleClick 2006

Impressions By Ad Type, All

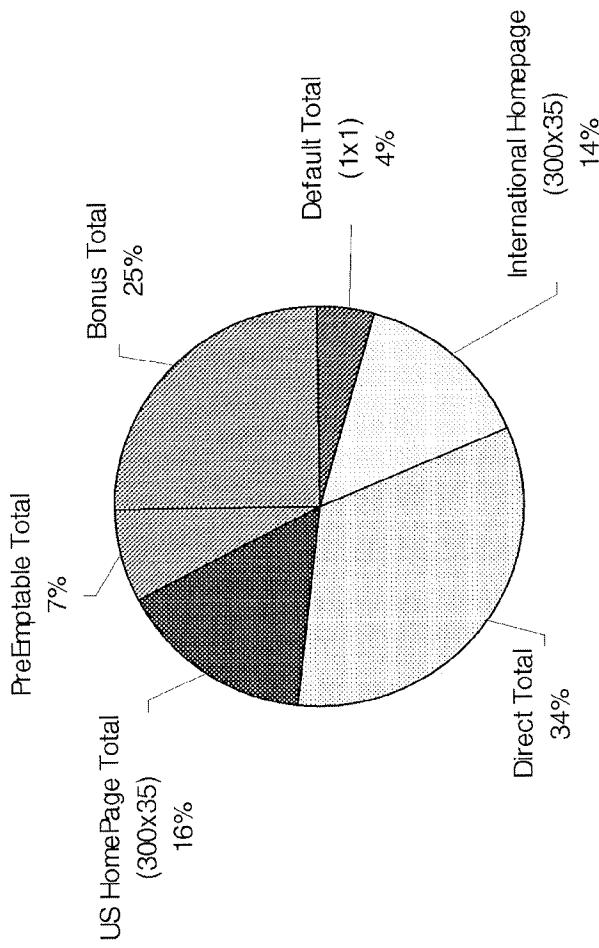
September 2006



Direct = \$3.00+ / PreEmptible = \$1-3.00 / Remnant =>\$1.00

Impressions By Ad Type, with International (No Remnant)

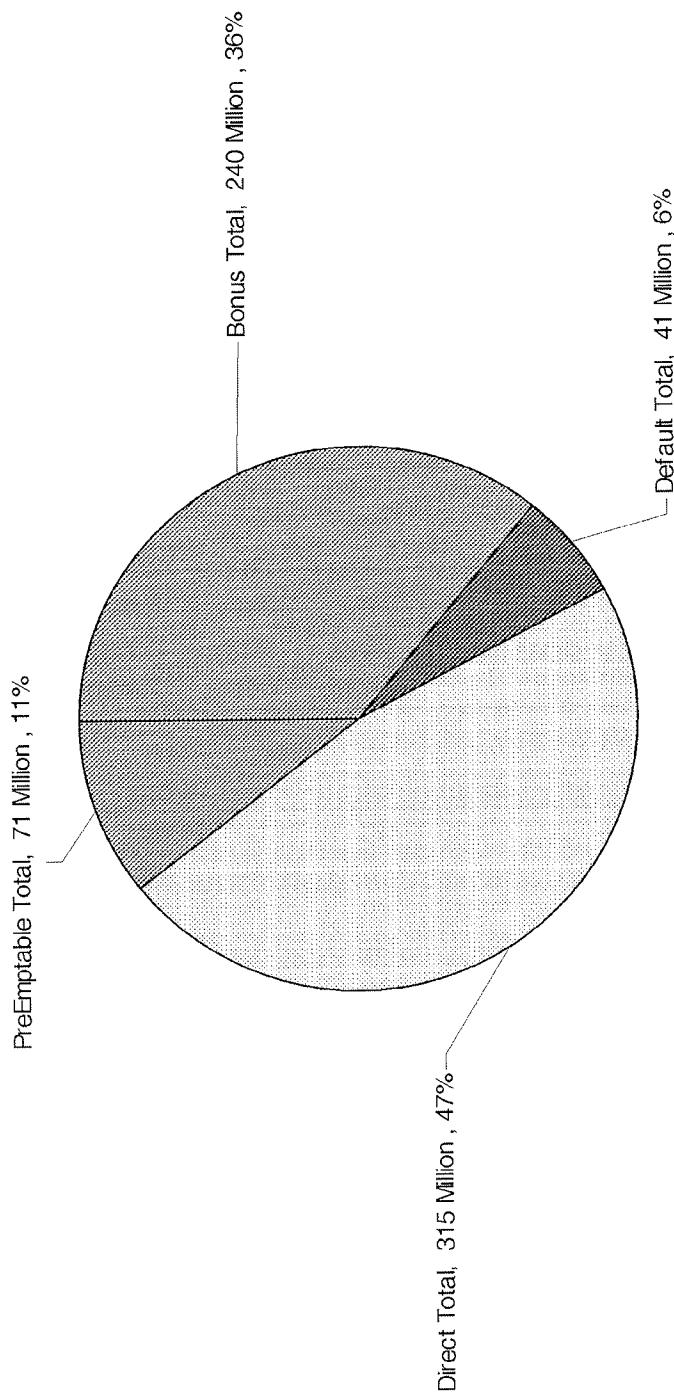
September 2006



Direct = \$3.00+ / Pre Emptible = \$1-3.00 / Remnant => \$1.00

IAB Standard Ads, Exclude International (No Remnant)

September 2006



Direct = \$3.00+ / PreEmptible = \$1-3.00 / Remnant => \$1.00

By Channel

September 2006

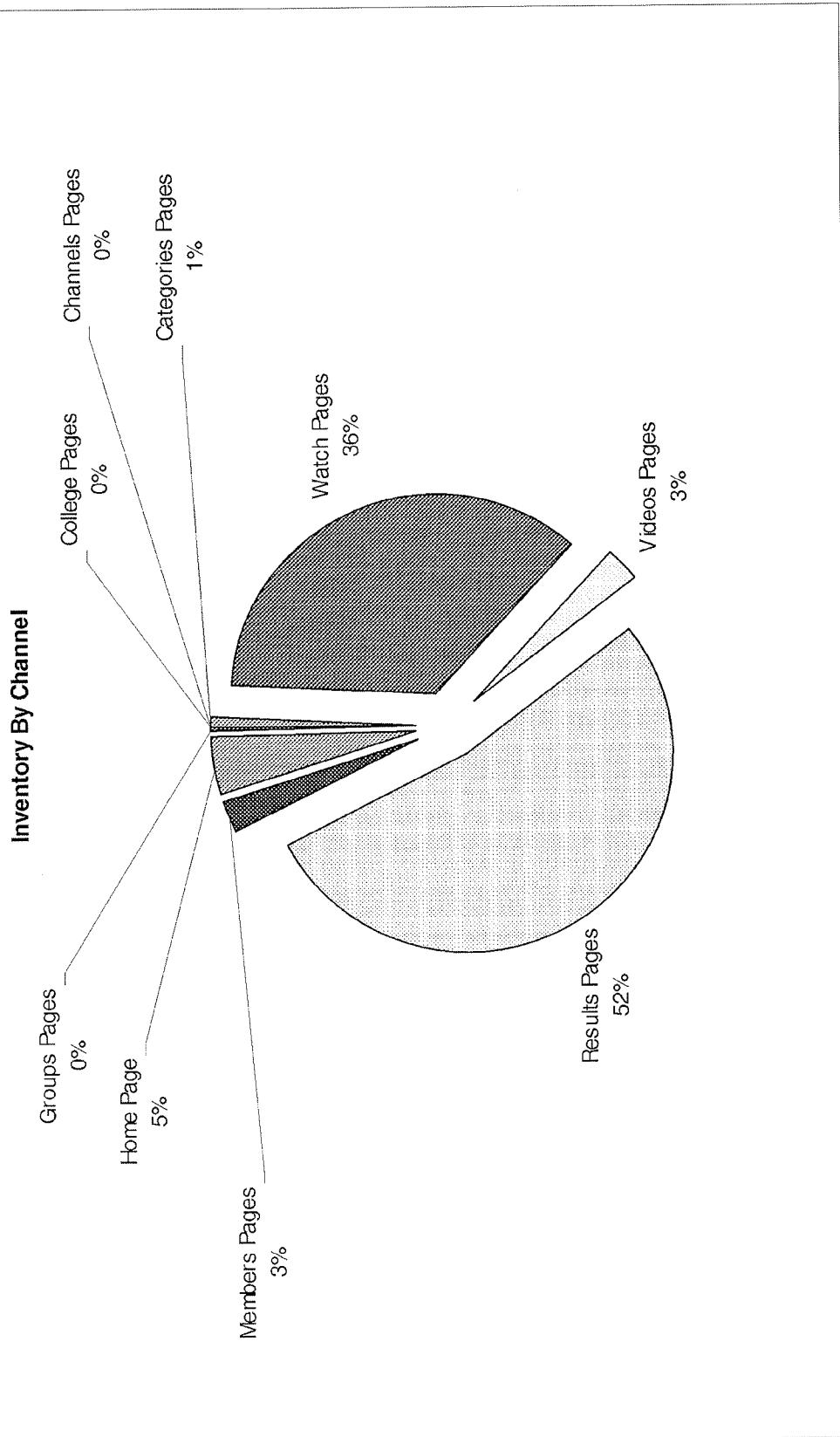
Channel Impressions per month		International			Total	%
	US		International			
Categories	27 M		55 M		82.6 M	1%
Channels	8 K		33 K		41 K	.0003%
College	80 K		45 K		125 K	.001%
Contests	1 M		400 K		1.4 M	.012%
Groups	10 M		17 M		27 M	.2%
Home	204 M		391 M		595 M	5%
Members	119 M		153 M		272 M	3%
Search Results	2 B		4.5 B		6.5 B	52%
Upload	1.6 M		3 M		4.6 M	.04%
Videos	114 M		166 M		280 M	3%
Watch	1.4 B		3 B		4.4 B	36%

Source: DoubleClick 2006

Watch & Search channels represent 88% of US & International Ad Impressions

September 2006

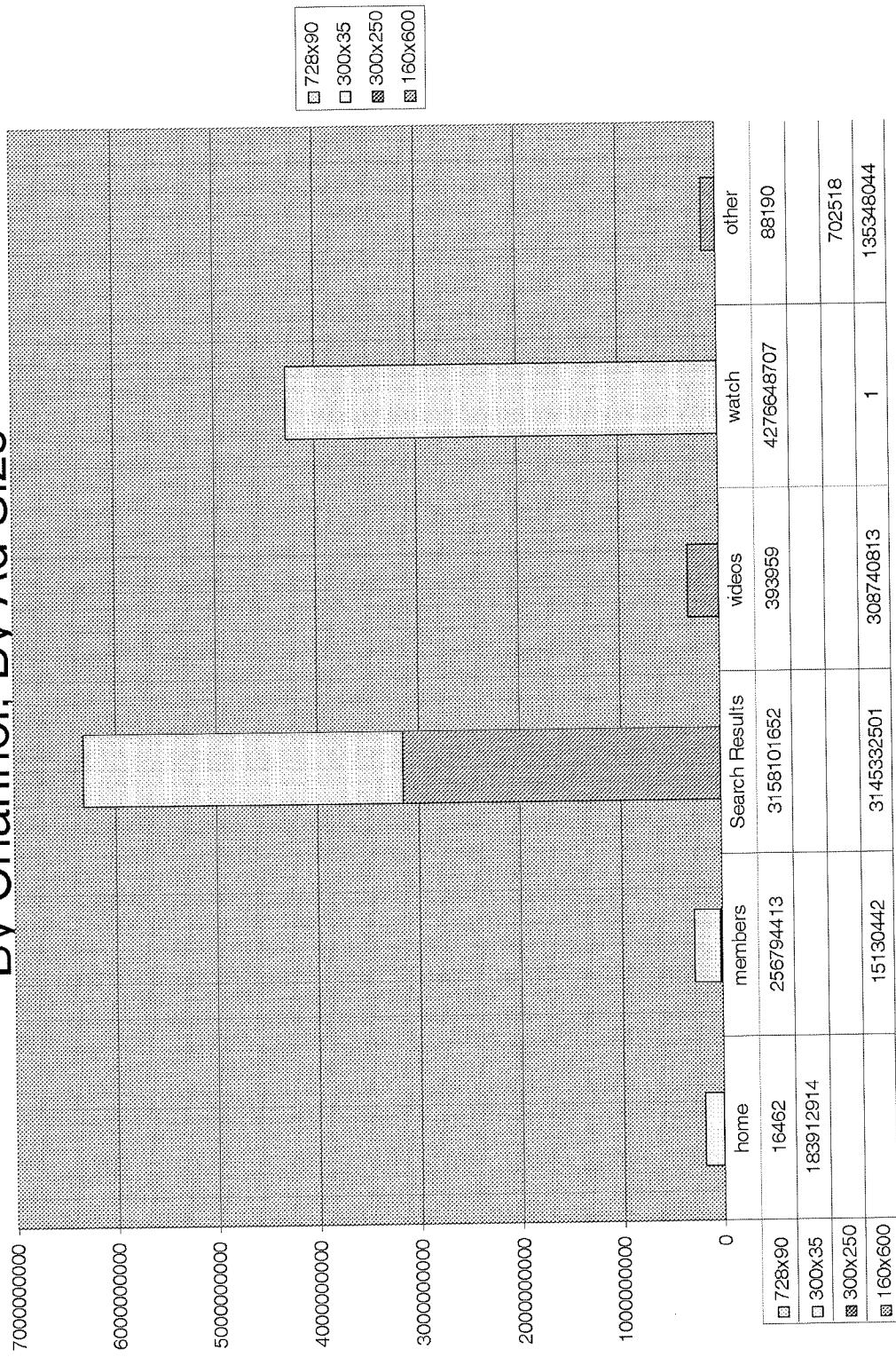
Bv Channel Graph



Source: DoubleClick 2006

September 2006

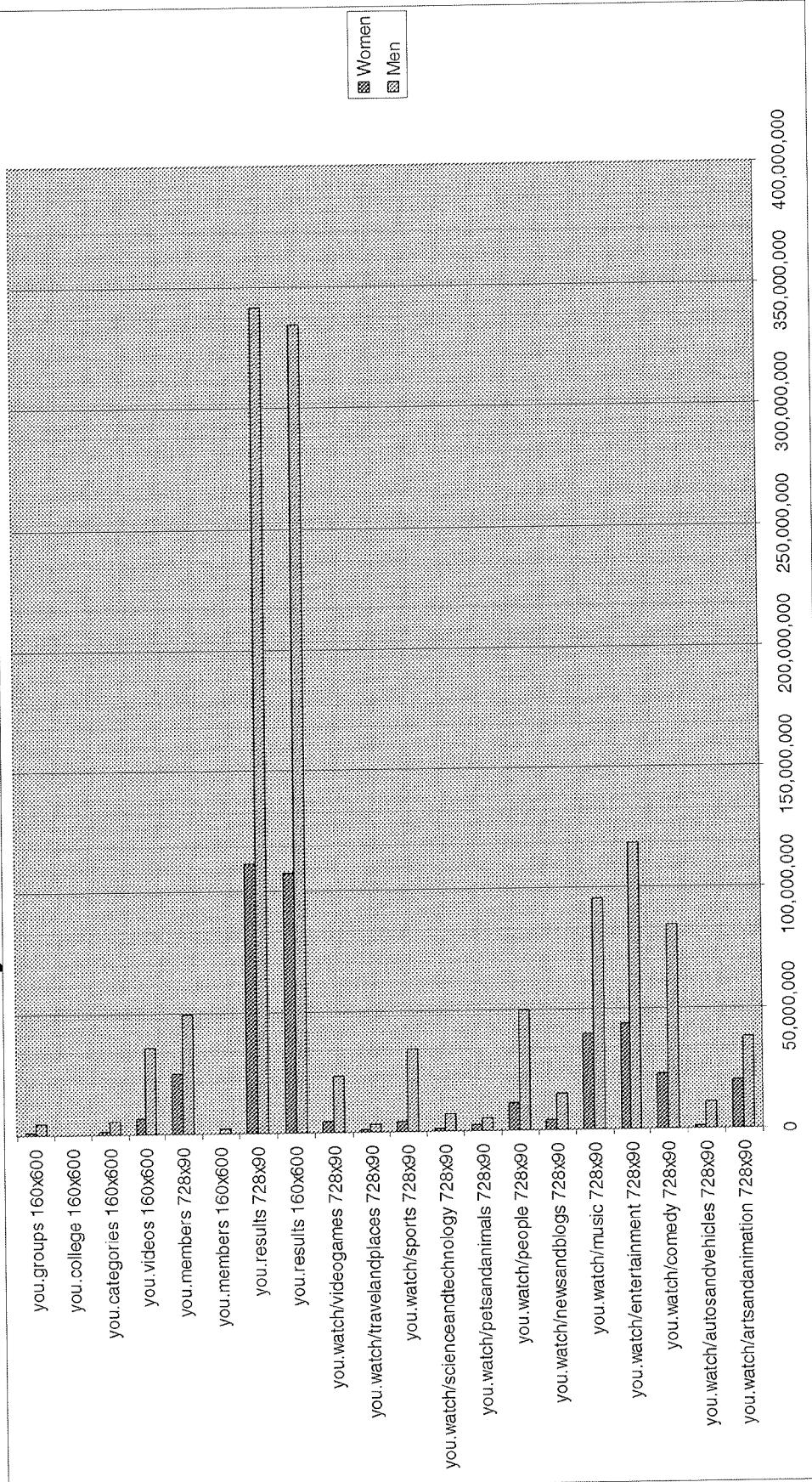
By Channel, By Ad Size



Source: DoubleClick 2006

By Channel, by Gender

September 2006



Source: DoubleClick 2006